

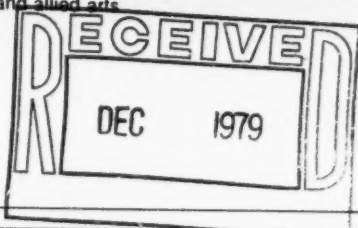
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TV journalism in Iranian crossfire
The leaps and bounds of broadcast equipment

Broadcasting Dec 17

The newsworthy of broadcasting and allied arts

Our 49th Year 1979



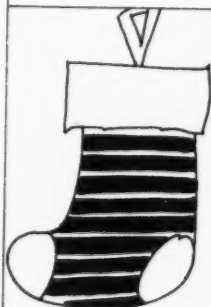
Season's
Greetings
from
Group One
Broadcasting



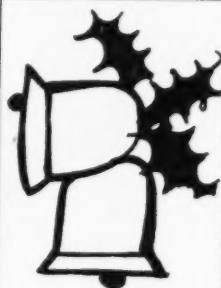
KLZ Denver



WTUE Stereo Dayton



WONE Dayton



WAKR-TV Akron



WAKR Akron



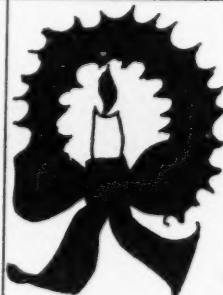
WAEZ Stereo



KBOX Dallas



KMEZ Stereo Dallas



KAZY Stereo Denver



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The Week in Brief

MEDIA CAUGHT IN THE MIDDLE □ NBC draws fire for broadcasting Iranian hostage interview/captor propaganda. The other networks, White House and Congress join in the criticism. **PAGE 27.**

NAB ALTERS STANCE □ Association's board adopts a resolution favoring radio deregulation without original endorsement of quota on nonentertainment programming. **PAGE 30.**

FCC BACK-PEDALS □ The commission is expected to approve a rulemaking this week on children's TV without the minimum-programming guidelines that the staff favored. It sets four-month period for comments. **PAGE 30.**

THE ANAHEIM ACTION □ Delegates to the Western cable show are briefed on the latest happenings on the programming, technical and regulatory fronts. There are assessments of the industry's health and a suggestion that public TV work in partnership with cable. **PAGE 31.** In a prologue to the show, Atlanta superstation owner Ted Turner offers some tongue-in-cheek commentary on the missing Satcom III. **PAGE 61.**

LOST IN SPACE □ RCA's Satcom III "disappears" six days after launch. Problems are posed for cable programmers. **PAGE 32.**

FINE TUNING FOR THE 80'S □ A Special Report reviews the major technological advances of the seventies and examines the state of the art as it readies for a decade of engineering and equipment break-throughs. **PAGE 35.**

TREADING LIGHTLY IN GENEVA □ The sky didn't fall at the WARC sessions that had been billboarded as the scene of possible international confrontations. Credit goes to the quiet diplomacy of technical experts from developed countries and the political restraint on the part of the developing world. **PAGE 44.** A summary of the accomplishments at WARC. **PAGE 48.**

GANNETT DRAWS THE HOPEFUL □ The company's year-end executive meeting in Washington attracts a host of presidential candidates. They bring some complaints about lack of access to the media. **PAGE 57.**

SOBERING SENTIMENTS □ Broadcast and advertising executives gather for a conference on the outlook for the media. The consensus is that the new decade will bring substantial gains, but there are warnings of possible problems in the marketplace. **PAGE 62.**

ANA POSITION PAPER □ The association outlines its efforts to ward off government intervention, houseclean some problems in advertising and assess the impact of new technologies. **PAGE 66.**

VAN DEERLIN'S NEW BUNDLE □ The chairman of the Senate Communications Subcommittee offers two new pieces of legislation to revamp the Communications Act. They include changes for common carriers and partial lifting of Section 315 requirements. **PAGE 67.**

COURT CONFUSION □ Eight media groups urge the Supreme Court to reverse its decision in the Gannett case. They say general unsureness about the court's intention has prompted a rash of orders closing trials as well as pretrial proceedings. **PAGE 72.**

THE CHARTS IN '79 □ Disco music took American contemporary radio by storm in the year now ending. And, in country music, John Conlee was the most successful artist. **BROADCASTING's** annual reports on the top singles in each category start on **PAGE 73.**

THE ADRENALINE STILL FLOWS □ When Brenda Fox joined the National Association of Broadcasters, she thought she would leave when it stopped being fun. Six years later, she is still there as assistant general counsel and enjoying the action more than ever. **PAGE 97.**

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pense of national spot, and might ultimately approach newspaper retail shares of 75% to 80% of revenues. Bartlett anticipates that "by 1983 local will pass 60% of our total revenues." For the next five years, he's looking for an average sales revenue increase of 13% to 14%, with costs held to 10%-11% increases and operating profit growing 12%-14%.

With TVB figures showing 1978 and 1979 as the strongest two-year growth period for the decade, Bartlett pointed to Multimedia's own statistics for that period: total television revenue up 13% in 1979, 20% in 1978, with 8% growth in national, 19% in local and 17% in network.

Recent figures show a weakness in national spot for Multimedia stations in the last quarter, up only 8% for the full quarter, 4% in December. Bartlett sees a weak first quarter in 1980, "mediocre" second, but "very strong" third and fourth, and he's projecting the year will see national up 12%, local up 16% for a 14% total gain.

On the cost side, Multimedia research shows syndication costs on the average station jumping 25% to 40%, thanks to "panic" buying in the last several years, caused by what Bartlett termed the inaccurate forecast from program experts of product shortage for 1979 through 1981. However, post-1980 he thinks syndication

costs will level off at perhaps 12% annual growth, after averaging 16% from 1974 through 1980.

Bartlett called news production the second major factor in television cost increases, one that's growing 20% a year, adding 1.1% annually to total station costs, and which he said would pass syndication costs in three years.

Warner Communications' Bleier opened his talk with a challenge to the cable penetration figures presented earlier by Ewenstein. Pay service, he said, "is the engine driving cable in cities" and when cable has achieved 40 million penetration, 30 million of those homes will be taking pay, not the 16 million Ewenstein had claimed. Audiences will be fractionalized in the future, Bleier conceded, but he maintained that network television is still the only medium that is "really efficient and can intrude" where major advertisers are concerned. Brand advertising, he said, is growing faster than fractionalization, constantly adding new advertising categories to television.

While saying he remained "bullish" on networks and affiliates, Bleier observed that the competition to be first is producing a situation where the cost outweighs the price, particularly when the costs of failures have to be factored in the price of hits. Some of the programming news of the

year as Bleier saw it was the decline in the potency of miniseries, and features outrating made-for-TV product. The latter, he said, offered some small potential for cost savings, with made-for-TV having a higher promotional cost, and program suppliers such as Warner now offering features at the prices of two years ago.

Luncheon sessions at the conference explored various aspects of what the future holds for the media. Philip Levine of Ogilvy & Mather premiered a new presentation by the firm that showed an America of the 80's marked by significant demographic changes, a technological "evolution" leading to increasingly complex, specialized and expensive media, and more discerning and skeptical consumers—an America in which the challenge for advertisers will be to "produce cost effective campaigns."

According to Ogilvy & Mather, America has experienced mid-decade changes in "ethos" since World War II, with the 1975-86 period one of inflation, declining confidence, and concern for the future. By the end of the next decade, the country could well have a 25% minority population, with Hispanics outnumbering blacks, according to O&M's research. At the same time, there will be a shrinking middle class, increasing economic polarization, and generally less affluent consumers.

Week's worth of earnings reports from stocks on Broadcasting's index

Current and change

Company	Period/Ended	Revenues	% Change		Net Income	% Change		Per Share	Year earlier		
									Revenues	Net Income	Share
Acton Corp.	9 mo. 9/30	\$101,208,000	+ 29.2		\$3,544,000	+ 12.8		1.34	\$75,309,000	\$3,140,000	1.18
Adams Russell	year 9/30/79	28,387,000	+ 17.7		1,907,000	+ 9.8		1.07	24,111,000	1,735,300	.84
Ampex	6 mos. 10/27	218,008,000	+ 20.1		17,388,000	+ 38.6		1.52	179,726,000	12,525,000	1.10
Chris Craft	year 8/31/79	105,247,000	+ 21.8		7,932,000	+ 18.9		2.03	86,395,000	6,666,000	1.28
Columbia Pictures	3 mo. 9/29	132,687,000	+ 10.9		8,987,000	- 20.3		.91	119,622,000	11,195,000	1.16
Comcast	9 mo. 9/30	15,854,000	+ 35.5		1,267,000	+ 39.3		.74	11,545,000	909,000	.56
Compact Video Systems	6 mo. 10/31	13,473,000	+184.6		934,000	+239.4		.50	5,091,000	390,000	.34
Conrac	9 mo. 9/30	100,574,000	+ 15.8		-745,000	-		-50	86,983,000	2,906,000	1.29
Cowles Communications	9 mo. 9/30	11,532,000	+ 11.3		3,918,000	+ 13.4		.99	10,361,000	3,452,000	.87
Doris Dane Bernbach	9 mo. 9/30	70,764,000	+ 18.8		5,063,000	+ 28.7		1.90	59,543,000	3,935,000	1.48
Feola, Cone & Bolding	9 mo. 9/30	96,507,000	+ 21.3		6,875,000	+ 9.8		2.58	79,526,000	6,075,000	2.37
Fuqua Industries	9 mo. 9/30	1,548,678,000	+ 28.9		47,816,000	+118.4		3.85	1,200,838,000	21,973,000	1.86
Gray Communications	3 mo. 9/30	8,191,261	+ 68.0		680,854	+ 68.0		1.36	4,933,522	383,443	.74
Gray Advertising	9 mo. 9/30	421,584,000	+ 18.4		3,973,000	+ 25.4		6.39	356,058,000	3,168,000	5.07
Harris	3 mo. 9/28	249,008,000	+ 13.9		16,220,000	+ 19.7		.82	218,556,000	13,540,000	.54
Gulf & Western	year 7/31/79	5,268,247,000	+ 22.6		227,438,000	+ 25.9		4.82	4,311,956,000	180,516,000	3.53
Jefferson-Pilot	9 mo. 9/30	554,804,000	+ 10.2		73,322,000	+ 9.6		3.25	502,921,000	66,858,000	2.89
Marvin Josephson	3 mo. 9/30	9,065,700	- 5.2		961,100	- 62.2		.37	9,560,200	1,543,800	.61
Lee Enterprises	year 9/30/79	115,805,000	+ 10.6		15,393,000	- 3.3		2.13	104,690,000	15,914,000	2.16
LIN Broadcasting	9 mo. 9/30	41,266,000	+ 13.7		9,326,000	+ 21.8		3.39	36,288,000	7,655,000	2.74
M/A-Com	year 9/29/79	123,981,000	+ 24.8		8,366,000	+ 37.2		1.46	99,317,000	6,095,000	1.10
MCA	9 mo. 9/30	878,393,000	+ 11.5		134,257,000	+ 40.2		5.75	787,858,000	95,362,000	4.10
MCI Communications	6 mo. 9/30	83,110,000	+ 48.2		4,613,000	104.4		.09	43,166,000	2,256,000	.10
MMI	year 8/31/79	491,270,000	+ 22.3		81,601,000	+ 21.8		2.02	401,408,000	49,341,000	1.61
NewsLab	9 mo. 9/29	25,010,745	+ 17.1		1,398,018	+161.9		.93	21,343,516	533,891	.37
New York Times Co.	9 mo. 9/30	466,998,000	+ 24.9		24,781,000	+ 89.6		2.09	375,392,000	13,067,000	1.11
Oak Industries	9 mo. 9/30	202,181,000	+ 47.3		7,849,000	+147.5		2.00	137,187,000	3,090,000	.96
Outlet Co.	9 mo. 10/31	204,818,000	+ 2.5		253,000	-		(.15)	199,709,000	4,093,000	1.38
Reeves Telecine	3 mo. 9/30	6,997,000	+ 30.6		303,000	+ 62.9		.13	5,354,000	186,000	.08
Senderling	9 mo. 9/30	31,402,000	+ 4.5		2,810,000	+ 1.9		2.33	30,032,000	2,560,000	2.29
Technical Operations	year 9/30/79	136,506,000	+ 48.3		1,858,000	+ 95.7		1.32	92,017,000	949,000	.71
Tele-Communications	9 mo. 9/30	80,149,000	+ 50.3		27,844,000	+550.0		2.47	40,013,000	4,283,000	.37
Teleprompter	9 mo. 9/30	123,382,000	+ 18.2		10,790,000	+ 5.4		.84	104,321,000	10,223,000	.80
Warner Communications	9 mo. 9/30	1,238,918,000	+ 38.9		75,352,000	+ 28.4		3.86	904,427,000	59,579,000	3.01
Westinghouse Electric	9 mo. 9/30	5,291,500,000	+ 8.4		43,000,000	-		.49	4,880,800,000	168,300,000	1.94
Worthington Corp.	9 mo. 9/30	38,180,000	+ 16.8		71,000	-		.03	32,664,000	1,984,000	.86

* - Loss percent too great to be meaningful

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 3 through Dec. 7.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM application

■ Cortez, Colo.—Rex K. Jensen seeks 98.7 mhz, 100 kw, HAAT: 440 ft. Address: PO Box 8080 Missoula, Mont. Estimated construction cost: \$73,200; first year operating cost: \$30,069; revenue: \$25,000. Format: CW. Principal: Rex K. Jensen (100%), who owns Jensen Broadcasting which has 52% interest in KDXT-FM Missoula. Jensen is GM of KDXT-FM and has 33% interest and Calnevar Broadcasting, applicant for new FM in Needles Calif., along with two brothers, Jack H. and Lamont N. Ann. Nov. 15.

FM grants

■ Montrose, Colo.—Sierra Linda Broadcasting Inc. granted CP for 96.1 mhz, 65 kw, HAAT: 1,679 ft. Address: PO Box 46, Montrose. Estimated construction cost: \$112,895; first year operating cost: \$25,240; revenue: \$133,500. Format: Standard pop/CW. Principals: Rafael A. Gomez and Daniel R. Casias 50% each. Gomez is president of Sierra Linda Broadcasting. Casias is attorney and director of Casias Enterprises Inc., a building contractor. There are no other broadcast interests. Action, Oct. 9.

■ Marietta, Ga.—Southern Technical Institute granted CP for 102.5 mhz, 16.5 w, HAAT: 160 ft. Address: 534 Clay, Marietta, Ga. 30060. Estimated construction cost: \$3,150; first year operating cost: \$6,170. Format: Educational. Principal: Southern Technical Institute, a unit of the Georgia Institute of Technology, which owns one other FM station, WREK Atlanta. Action Nov. 30.

■ Council Bluffs, Iowa—Iowa Western Community College granted CP for 89.7 mhz, 100 kw, HAAT: 1013 ft. Address: 2700 College Rd., Council Bluffs. Estimated construction cost: \$362,400; first year operating cost: \$196,580. Format: Educational. Principal: Iowa Western Community College which is a public, state supported institution. There are no other broadcast interests. Action Nov. 15.

■ Waiakoa-Pulehu, Hawaii—per request of applicant Broadcast Bureau dismissed application of Communico Honi Corp. for 94.3 mhz, 10 w, HAAT 5930 ft. P.O. address: 741 Bishop St., Honolulu 96813. Estimated construction cost: \$4,475; first year operating cost: \$500. Revenue not given. Format: Contemporary. Applicant is wholly owned by Communico Inc., principally owned by Frederic W. Constant (61.11%), D. Scott Harrison (10.62%) and 11 others. Communico is group owner with one AM and two FM's. Action Nov. 30.

■ Butte, Mont.—Mountain Sky Broadcasting granted CP for 95.5 mhz, 50 kw, HAAT: 1780 ft. Address: 1100 Connecticut Ave. NW Washington, DC 20036. Estimated construction cost: \$67,230; first quarter operating cost: \$34,750; first quarter revenue: \$24,000. Format: Contemporary. Principals: Jack H. Jensen and brother, Lamont N., 50% each. Along with brother Rex

(who owns Jensen Broadcasting but has no partnership interest in Mountain Sky), the Jensens have interest (Jack 34% and Lamont 33%) in Calnevar Broadcasting; applicant for new FM station at Needles Calif. Lamont is salesman for IFECO, Inc., Boise, Idaho, a leaser and seller of mobile homes. Action Nov. 27.

■ Guayama, P.R.—Ministerio Radial Cristo Viene Pronto. Inc. granted CP for 88.1 mhz, 32 kw, HAAT: 219 ft. Address: 1225 Connecticut Ave. NW Box 400 Washington, D.C. 20036. Estimated construction cost: \$53,951; first year operating cost: \$27,920. Format: Educational/Religious. Principals: Ministerio Radial is non-profit religious organization. Eugenio Rodriguez-Lopez (minister) is president and member, board of directors as is Juan M. Ortiz Sr. who also serves as vice president. Ortiz is president and owner of WHOY Salinas, P.R. There are no other broadcast interests. Action Oct. 5.

■ Pierre, S.D.—Broadcast Bureau granted Pierre Radio Inc. 95.3 mhz, 2.7 kw, HAAT: 197 ft. Address: Star Route 2, Box 6, Gann Valley, S.D. 57341. Estimated construction cost: \$5,000; first quarter operating cost: \$3,200 and revenue: \$50,000. Format: contemporary. Principals: William P. Turney and his wife, Lanelle R., (85%) and Jerry L. Woledge and his wife, Merrillie (15%). Woledge is farmer in Gann Valley, S.D., where his wife is teacher. Action Nov. 20.

■ Crozet, Va.—Broadcast Bureau granted McClenahan Broadcasting Corp. 102.3 mhz, 3 kw, HAAT: 300 ft. Address: PO Box 8, Crozet 22932. Estimated construction cost: \$78,090; first year operating cost: \$42,000; revenue: \$45,000. Format: Country. Principal: W. Edward McClenahan and family. They also own WPED(AM) Crozet, Va. Action Nov. 20.

■ Worland, Wyo.—KWOR Inc. granted CP for 95.9 mhz, 3 kw, HAAT: 397 ft. Address: Rt. 2, Worland 82401. Estimated construction cost: \$45,027; first year operating cost: \$3,600; revenue: \$30,000. Principals: Tony Kehl (38.5%), president, KWOR Inc., Kermit Kath (38.5%) vice president of same and Kenneth R. Brown (23%). KWOR Inc. owns KWOR(AM) Worland. Kehl is 52% owner of KVOW(AM)-KTAL-FM Riverton, Wyo., and 60% owner of KBMN(AM) Bozeman, Mont. Kath is 100% owner of KGOS(AM)-KERM-FM Torrington, Wyo. and 50% owner of both KVSH(AM) Valentine and KCSR(AM) Chadron, both Nebraska. Action Oct. 9.

TV applications

■ Mobile, Ala.—Alabama Orion Inc. seeks ch. 21; ERP 1240 kw vis., 94 kw aural, HAAT: 620 ft.; ant. height above ground: 579 ft. Address: 725 S. Floyd St. Louisville, Ky. 40203. Estimated construction cost: \$2,553,500 first quarter operating cost: \$375,000; revenue: undetermined. Legal counsel: Covington and

Burling, Washington, D.C. consulting engineer: A.D. Ring and Assoc. Principals: Jane Morton Norton, honorary chairman and principal stockholder, 48.48% outright, as well as the voting rights to deceased husband's (George N.) 42.92% which is being held in trust by Louisville, Ky. bank for deceased's daughter Mary Norton Shands, (chairman of the board of Orion) and her 3 children Jane N., Robert W. and Margaret M. Dulaney. T.B. Morton Jr., nephew of Jane M. Norton is president and 2.96% owner of Orion. Orion is licensee of WAVE-AM-TV Louisville, WFIE-TV Evansville, Ind., WFRU-TV Green Bay, Wis. and WJMN-TV Escanaba, Mich., WMT-AM-FM-TV Cedar Rapids, Iowa and 4 translator stations in Iowa and Illinois.

■ Omaha, Neb.—Katz Broadcasting Corp. of Omaha seeks ch. 15; ERP 3020 kw vis., 225 kw aural, HAAT: 1316 ft.; Address: One Dag Hammarskjold Plaza N.Y., N.Y. 10017. Estimated construction cost: \$3,231,000 first quarter operating cost: \$387,000; revenue undetermined. Legal counsel: Shinsky & Eisen, P.C. Washington, D.C. Principals: The Katz Agency Inc. (100%), of which James L. Greenwald is president and chairman of the board, is a TV-radio representative with numerous broadcast interests, including WSIX-AM-FM Nashville, a spin-off purchase from the GE-Cox merger. Ann. Oct. 20.

Licenses

AM Grants

■ WKEN(AM) Dover, Del.—Granted license covering changes (BL14,484). Action Nov. 26.

Ownership changes

Applications

■ KPHX(AM) Phoenix, Ariz. (1480 khz, 1 kw)—seeks assignment of license from Riverside Amusement Park Co. Inc. to Continental Broadcasting Corp. of Ariz. Inc. for \$650,000. Seller is owned by C.L. Hite. He has no broadcast interests. Buyer is owned by Jose Molina who has 50% interest in applicant for new FM in Ventura, Calif., and 8% interest in applicant to purchase UHF ch. 46 in Guasti, Calif. (See "Changing Hands," page XX).

■ WCMQ(AM) Miami, Fla. (1220 khz; 3 kw)—seeks assignment of license from Radio WCMQ Inc. to American Radio and Television Network for \$3,150,000. Seller is owned by Herbert S. Dolgoff who is also selling WMCQ-FM to same buyer (see above). Buyer is principally owned by Michael F. Leone (90%) and

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	78	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization

**Includes off-air licenses